ADOPTED by Council at its meeting held April 16, 2012 **[M193-2012]**
AA/
Windsor, Ontario, April 16, 2012

REPORT NO. 62 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE
of its meeting held March 21, 2012

Present: **Councillor Al Maghnieh, Chair**
Councillor Alan Halberstadt
Councillor Percy Hatfield
Councillor Ed Sleiman

Regrets: **Councillor Ron Jones**

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Hatfield, seconded by Councillor Sleiman,
THAT the Summary of the City of Windsor's Municipal Cultural Master Plan compiled from the TCI Management Consultants' report **BE RECEIVED** for information.
Carried.

Clerk's Note: The "Municipal Cultural Master Plan Summary" is ***attached*** as background information.

CHAIRPERSON

DEPUTY CITY CLERK

NOTIFICATION:		
Name	**Address**	**Email**

THE CITY OF WINDSOR Municipal Cultural Master Plan Summary

This summary of the City of Windsor's Municipal Cultural Master Plan is for information purposes only, and has been compiled from the TCI Management Consultants' report that was approved by City Council in May 2010. For a full copy of the report, please see: www.citywindsor.ca.

16 Recommendations of the Municipal Cultural Master Plan

1 Adopt a Vision for Culture in Windsor

"The City of Windsor will be a creative and vibrant cultural community that encourages artistic expression, the celebration of the City's cultural identity and cultural diversity and that promotes and facilitates culture-led economic revitalization, cultural tourism, heritage preservation, and opportunities for collaboration and partnership."

2 Adopt a Mission for the Cultural Affairs Office

"To act as a catalyst and facilitator to ensure the provision of a range of affordable and accessible opportunities for engagement in cultural activities, services, and facilities to residents while at the same time building up a base of unique cultural attributes and activities for visitors, residents, investors, and businesses."

3 Ensure adequate resources for Cultural Affairs Office

In progress

- Establish two staff positions to work with the Manager of Cultural Affairs
- One cultural liaison officer to develop and maintain linkages between the cultural sector and the Cultural Affairs Office
- One cultural development officer to develop cultural sector partnerships, seek grants, create and manage sector/community events and activities, and manage the City's role in a cultural tourism strategy

4 Reposition Cultural Affairs Office within Recreation Department

- Recognizes the synergies between recreation and culture
- Provides an administrative home for the cultural liaison function
- Sends message that culture is a significant and vital part of the community
- Consider re-naming: *Department of Recreation and Culture*.

5 Undertake feasibility assessment for a new City of Windsor Museum

In progress

Final Report anticipated in April 2012

- Expanded, new municipal museum
- Enables the City to display a greater range of themes that reflect the rich history of the area
- Examine locations, themes and stories to be told
- Examine the marketing and financial sustainability of a new operation
- Proceed with an understanding that a new museum would be a long-term project, to be in place by a specific target date within foreseeable future
- Address the question of an expanded municipal archive

6 Ensure adequate maintenance of Odette Sculpture Park

Ongoing

- Settle the on-going issue regarding the ownership of the sculptures
- Establish maintenance priorities
- Consider the park as the preferred outdoor location for additional works of art to give the Park more weight and prominence as an 'attraction'

7 Establish arm's length Cultural Funding Commission

In progress

STRUCTURE

- Appointed to allocate funds to qualifying cultural organizations
- Make decisions according to a set criteria set by Council
- 10-12 city residents, familiar with cultural disciplines and organizations
- No real or perceived conflicts of interest with potential applicants
- 4-year term, with option to extend to second term
- Terms staggered so one quarter of members cycle on/off every year
- Members drawn through public process; appointed by Council
- Cultural Affairs Office provides Liaison to work with Commission
- "Fire-wall" policy in place to specify Council's intent not to infringe upon the independence and operations of the Commission

OPERATION

- Funding amount set annually by Council for allocation to culture groups
- Eligibility criteria and timeline details made explicit to community
- Grants will be available on an annual basis
- Established 'flagship' cultural institutions will be permitted to apply for multi-year funding
- Application/funding process will be transparent and accountable to Council, the culture community, and the City
- Support will be provided by the Cultural Affairs Office

8 Develop cultural organization investment strategy and fund

Pending progress on recommendatio # 7

- Provide stable funding for cultural organizations, to be allocated by the arms-length funding commission (see # 7)
- Stable funding could be in the form of multi-year grants to certain organizations
- Funding could be fee-for-service line items in the City budget
- Other organizations might receive single-year funding
- Applications adjudicated at arms-length
- Amounts provided should increase over time to reflect population growth in the long term and increasing diversity and complexity of the community

9 Increase awareness of the community, councilors and municipal staff about culture

Ongoing

- Simple annual awareness campaign to communicate the impact of the cultural sector in Windsor
- Part of the city's orientation program for new staff and councilors
- Short presentation to Council once a year about the activities of the Cultural Affairs Office & state of the cultural sector
- Erect information booth in the lobby of City Hall (and other locations) once or twice a year to convey information
- Create a one-page backgrounder for staff, councilors, media, etc.

10 Host cultural summit(s)

Next date: May 9, 2012 at The Capitol Theatre

- Send a strong signal regarding importance of culture to the social and economic life of the community
- Provide a networking opportunity for the cultural community
- Focus on a particular topic related to the rolling out of the Municipal Cultural Master Plan
- Encourage different cultural sub-sectors to hold more frequent cross-organizational networking meetings to encourage more coordinated activity
- Review the usefulness of further summits every 2 to 3 years as networking and knowledge-sharing events

11 Extend public art policy

Undertake research in 2014

- Officially incorporate a '1% allocation' of the budget for construction costs of civic buildings for public art projects into its existing public art policy
- Any acquisition/unveiling of a new public work of art should strive to generate media attention to show City support for the cultural sector

12 Establish civic cultural awards program

Undertak pending finalization of # 7 in 2013

- Act as a strong public signal about the importance of volunteers to the cultural fabric of the community
- Encourage younger volunteers to rise through the ranks of cultural organizations
- Discourage older volunteers from leaving cultural organizations
- Recognize contributions to cultural involvement in the city

13 Provide capacity-building support for cultural organizations

Ongoing – artsVest 2012

- Provide in-kind support to help with generation management, grant writing, fundraising, audience development and training
- Financial assistance required for organizations to enable their participation would come from the cultural investment fund (see # 8)

14 Develop cultural tourism plan (visitor focused)

In progress

- Work with Tourism Windsor-Essex & Pelee Island
- Develop a cultural tourism plan that includes a product development component and a marketing strategy
- Embrace a 'place-based' approach; what makes Windsor unique?
- Gather information about all the cultural tourism experiences in Windsor and Essex County

15 Develop cultural marketing and communications Plan (resident focused)

In progress

- Develop an internally focused plan to increase residents' awareness of cultural opportunities and events
- Target Visiting Friends & Relatives (VFRs), and Essex County residents
- Illustrate the impact of the cultural sector to the future health of the City
- Establish ongoing formalized system of information-sharing between itself and members of the cultural sector, and between the cultural sector and other sectors affected by the Municipal Cultural Master Plan

16 Investigate feasibility of live-work facilities for artists

In progress

- Has a positive catalytic effect on surrounding commercial establishments and neighbourhoods
- Consider under-utilized industrial buildings
- Municipality works with developers to realize the opportunity